

# The pitch → playbook

YOUR SLIDE-BY-SLIDE GUIDE TO A WINNING PITCH DECK



# Hello,

Welcome! We know that building a pitch deck is a big deal. Founders often get overwhelmed, but don't worry, you'll see that great pitches are, in fact, great stories. We're here to help you craft a clear and compelling narrative to help your audience understand, care, and do something about it.

While it's impossible to build a template that suits everyone perfectly, PitchSavior greatly accelerates the process by laying the foundations of intelligent design, great UX, and an investor-approved narrative structure. Use this guide as a companion document to the template, and you'll be well-equipped to refine your story and build a strong deck.

Keep it short and simple. Typically, investors only spend a few minutes reviewing pitch decks, so resist the temptation to include every single detail about your business and focus on what truly matters.

→ The ultimate goal of your pitch isn't closing the deal and raising money, but getting you to the next meeting.



## STORY HIGHLIGHTS



To help you tell your story, we created a high-level narrative outline for two popular tech companies:

Spotify and Slack. For each section, we included the headline we would use if we were building their pitch decks. It's illustrative, so take it with a grain of salt.

## HELPFUL RESOURCES

How to pitch your startup

Founder Institute



Storytelling for pitch decks

[birch.co](https://birch.co)



How to design a crazy good pitch

The Startup



The original pitch deck of tech giants

[Startup Home](https://startuphome.co)



---

# Let's start





# Who are you?

## Intro

Cover slides are easy but most founders overlook them. As your first impression, it should present who you are clearly and concisely. Include your logo, a one-liner, and main contact info.

This slide sets the tone for the entire presentation, so ensure it's professional and aligned with your brand identity.

The one-liner should capture the essence of what your company does, for whom, and why it matters, in the simplest terms possible.

## Story spotlight



A music platform that gives users on-demand access to millions of songs.



A channel-based messaging app that brings all work communication into one place.



## What investors think

- Who are you?
- What is this about?
- Is it worth my time?



## Rookie mistakes

- Overcomplicating the slide with too much information
- Unclear or generic tagline that doesn't convey the unique value of the business



## Expert tips

- This slide stays on screen during initial intros
- Keep it simple and clean with the logo in the middle
- Keep the language simple, direct, and free of jargon

**How to write an awesome one-liner**

The Core Message



**How to create a great one-liner**

Decryption Marketing



**Perfecting your one-sentence pitch**

Founder Institute





# What drives you?

## Intro

Why are you even doing this? Why should anyone care? Boil down the core purpose of your startup to a clear, impactful statement. Keep it short and sweet.

Remember, as Simon Sinek puts it, “People don’t buy what you do; they buy why you do it. And what you do simply proves what you believe”.

This is your chance to explain the passion behind your project and how it translates into a viable business opportunity.

## Story spotlight



We believe music lovers should have access to every song ever made, anywhere, anytime.



We want to make all workplace communication authentic, agile, and transparent.



### What investors think

- Why does this company exist?
- How passionate and involved are you?
- How does it translate to a business opportunity?



### Rookie mistakes

- Skipping it entirely
- Being vague and not connecting it to a market need
- Focusing on product features rather than the emotional or social impact



### Expert tips

- Be authentic, this is the reason why you started and why you won’t give up
- Be specific and emotional to help them see and believe that

#### How to nail your vision statement



David Henzel

#### How to define your startup vision



Shruti Gandhi

#### How to set your startup’s mission



Oaks Lab



# What pain are you killing?

## Intro

The better you educate your audience on the underlying problem, the more relevant your solution will sound to them. You must give a clear overview of the captivating problem you set out to solve.

Make it relatable, and use data, anecdotes, and real-world examples to underscore the problem's scale and impact. This is not just about stating facts—it's about showcasing the urgency and necessity of a solution.

Frame the problem in a way that sets the stage for your solution.

## Story spotlight



Artists struggle to earn income from their music while listeners struggle to purchase and organize music.



Businesses inefficient comm tools silo information and disrupt workflow, decreasing productivity.



### What investors think

- Who experiences this problem, and how often?
- How significant is it?
- What are its root causes?



### Rookie mistakes

- Being too technical or obscure
- Assuming that the problem is obvious
- Not showing evidence of its existence and impact



### Expert tips

- Try telling a short real customer story to make it more tangible and relatable
- Clearly differentiate the problem from minor inconveniences

**Problems with the problem slide**

Earlygame Ventures



**Getting the problem right**

Story Pitch Decks



**Everything hinges on the problem**

startups.com



# The pitch → playbook

NEED HELP? REACH US AT [HELP@PITCHSAVIOR.COM](mailto:HELP@PITCHSAVIOR.COM)